

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMBACH, INC.

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# Recently Revealed Rigid Rectangular Receptacle!

That sounds a lot more important than simply saying "New Box."

And we think the new Merit Ultra Lights Box is important. Because it's a convenient new way to carry an ultra light with a difference. Taste. Thanks to Enriched Flavor.

Merit Ultra Lights deliver real, satisfying taste and very little tar.

And isn't that important to you?

Enriched Flavor® ultra low tar. A solution with Merit.



## New Merit Ultra Lights Box.

Range: 5 mg "tar," 0.5 mg nicotine av. per cigarette by FTC method.

**SURGEON GENERAL'S WARNING: Smoking  
By Pregnant Women May Result in Fetal  
Injury, Premature Birth, And Low Birth Weight.**

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